MICHAEL THOMAS CHUSID was born in Chicago, Illinois, in 1952. He was an architect and certified construction specifier. He graduated from Buckminster Fuller’s Southern Illinois University Design Department, and earned a Master of Architecture from the University of Illinois in 1977.

After working in Wisconsin as product development designer for Inryco, a metal building panel manufacturer, and as architectural intern with Stubenrauch Associates, Michael joined HTB, Inc., in Oklahoma City, and was promoted to Chief Specifier.

Michael launched Chusid Associates in 1985 with the realization that building products had become a dominant force shaping architecture. He believed better products contribute to the design and construction of better buildings. Chusid Associates’ mission was to create marketing strategies and programs to enhance the built environment while stimulating its clients’ success. Chusid was a leading building product marketing and architectural technology consultant, and consulted on products in all MasterFormat™ Divisions to uncover markets and opportunities, launch new products, and create powerful marketing programs.

Chusid was author of over 200 articles and papers on construction products, technologies, and marketing, and frequently lectured at construction industry events. He pioneered the use of computers for specifications and marketing, and advanced the art of creating sales and technical literature. His S*S*P*E*C*S – Selling Products Effectively to Construction Specifiers® - seminars trained thousands of sales professionals to understand the specification process and improve the service they provided to specifiers and builders.

In addition to CSI, Chusid was a member of Construction Writers Association, Specifications Consultants in Independent Practice (SCIP), Alpha Rho Chi fraternity, and the American Concrete Institute. He received several awards from the Construction Writers Association, the American Advertising Federation, and Architectural Record.

Michael lived in Encino, California, where he married Sandra Goodman. He enjoyed wilderness camping, philately, community service, and the couple’s five children.

Chusid passed away on 2 May 2022, in Woodland Hills, California.

**CSI Membership**
- Oklahoma City Chapter, 1983-1992
- Los Angeles Chapter, 1993

**Institute Offices, Committees**
- MasterFormat Implementation Task Team, 2004

**Chapter Offices, Committees**
- Oklahoma City Chapter Board Member, 1985-1986
- Oklahoma City Vice President and Program Chair, 1986-1987
- Los Angeles Chapter Technical Committee, 2001-2003
- Los Angeles Chapter Long Range Planning Committee, 2004

**Awards**
- **Institute**
  - Specification Competition Honor Award, 1984
  - Institute Commendation, 1989
- **Region**
  - South Central Region Educational Award, 1985, 1986
  - West Region Director’s Certificate, 2002
  - West Region Wilbur Johnson Memorial Award, 2016
- **Chapter**
  - Oklahoma City Chapter Specification Proficiency Award, 1985
  - Oklahoma City President’s Certificate of Appreciation, 1985, 1986
  - Oklahoma City Chapter Citation, 1987, 1989
  - Los Angeles Chapter Certificate, 2002
  - Los Angeles Chapter Citation, 2003